

# **Federal City Performing Arts Association Board of Directors Meeting Minutes**

A regular meeting of the 2003-2004 Board of Directors  
Washington National Cathedral Library, Washington, DC  
**Monday, February 9, 2004**

## **Present**

**Board:** Brayton, Cohen, Cole, Hall, Herman, Jansing, Lee, Lewis, Mahaffey, McGee, Monell, Ohnmacht, Reiffer, Streit, Benton, Gannon

**Absent:** None

**Proxy:** None

**Staff:** Bielenberg, Buhrman, Garcia-Christie

**Guest:** None

## **Call to Order**

Chairman Streit called the meeting to order at 7:05 PM.

## **Approval of Minutes**

**Motion:** McGee moved that the minutes of the December 8, 2003 Board Meeting be approved as distributed. Brayton seconded. The motion was approved unanimously.

## **Finance Report**

Lewis distributed copies of the February report. He noted that there were some delays in getting figures while the issues involving the interface of eTapestry and QuickBooks are being resolved.

Lewis indicated that we are short of our budgeted projections. He discussed the reasons for this, including the smaller-than-anticipated number of season subscriptions; the change in venue from the Kennedy Center to Lisner Auditorium for the July performance; and credit card fees which are nearly double the budgeted amount. The increased expenses with credit card fees are largely attributable to both an increase in the use of credit cards, and the pass-through fees associated with GALA registration.

Lewis asked that the Board consider adopting a policy to pass on the cost of credit card charges to the charging individual rather than absorbing these. After some discussion, the Board took no action on this matter.

Lewis urged the Board to concentrate on ensuring the success of remaining revenue-producing events, including the Spring Affair and making Birdie a sellout.

**Motion:** Lee moved to accept the Finance Report as distributed. Hall seconded. The motion was passed unanimously.

### **Executive Director's Report**

The Development Committee is assisting Reiffer and Gannon with the Spring Affair, and Lee in following up on Capital Club non-renewals. They will also be working on establishing a planned giving program.

Bielenberg thanked Hall for his hard work in making the Cabaret Benefit at Mimi's a great success.

Bielenberg continues to work with Reiffer, Dan Hann and others on the Spring Affair.

Corporate sponsorships are going well. We already have several committed, and several other prospective sponsors for the remainder of the season.

Bielenberg wished to thank Gary Regan and Roger Bergstrom for their incredible work in making the program advertising a great success.

Work is continuing on establishing an Honorary Committee.

The GALA Festival planning is moving ahead. GMCW will perform as the closing act on the first concert block on Sunday afternoon, July 18 in the larger of the two performance halls.

### **Artistic Director's Report**

Buhrman stated that he continues his involvement with the second educator's workshop, to be held on April 22.

GMCW will perform at a school assembly at the Edmund Burke School on Monday, April 26 (Ed. Note: Date subsequently changed to April 19)..

Our new commission, Changing Hearts has been received.

The benefit performance of Let Me Be the Music, our third annual Cabaret was a great artistic and financial success.

Bye Bye Birdie is moving ahead. We have an incredible production and artistic team, and very dedicated Chorus members.

The Group Sales program is moving ahead. We now have a list of sixty organizations and have GMCW representatives who are beginning the process of building a one-on-one relationship with someone from each group. This is considered a long-term project.

GALA Festival registration is excellent. Dates have now been set both for the full Chorus performance and for Potomac Fever performance.

The Artistic Advisory Committee has nearly finalized the 2004-2005 concert season. The working concept for the season is The Season of Men.

Work has begun to employ a new Assistant Music Director.



### **Governance**

Ohnmacht reported that they are working to put forth candidates for the positions of Board Chair and Board Secretary. There will be a number of Board members not returning next year because of the term-limit provision of the By Laws. The Committee is very cognizant of the desire to ensure diversity on the Board - both gender and ethnicity.

The Committee is looking at various potential sources for Board members, including Capital Club and season subscriber lists.

The Committee has also been discussing a change in the By Laws to make the immediate past Chairman of the Board a member of the Executive Committee.

### **President's Report**

Jansing reported that morale is really good, especially for Bye Bye Birdie. Members are also looking forward to GALA. Much of the excitement with Bye Bye Birdie can be attributed to Jeff's leadership and John Moran's interaction with the cast.

Jansing is polling former members for possibly putting together an Alumni Association.

The Chorus leadership is preparing for GALA.

### **Capital Club**

Lee reported that the financial condition is excellent. We are well on our way to achieving our goal of \$106,000, already having raised approximately \$90,000 (including matching contributions from Herman and Armentrout).

We will have Cap Club receptions in Lisner before the Friday and Saturday performances of Bye Bye Birdie.

Lee and a number of volunteers will follow up on Cap Club members from last year who have not yet renewed their contribution. Based upon these individuals' previous contributions, we could raise as much as \$30,000 additional.

### **Marketing Report**

Benton reported that, while season subscriptions were down, individual ticket sales were strong. This was supported by the very strong individual ticket sales for the Holiday concert. He attributes this to the fact that many people do not want to commit to the entire season, but purchase tickets for individual performances.

Buhrman and Ryan Athearn have been working on group sales and marketing Birdie to groups.

We need to stress to Chorus members on leave the importance of bringing their friends to these performances.

Committee is working with Buhrman on his plans for next season, so that a marketing plan can be developed early.

### **Auction Report**

Reiffer reported that plans for the Spring Affair were moving ahead. There will be two ticket prices: \$125 and \$200. The latter includes VIP perks.

Bill Gannon is coordinating the program of table captains.

Dan Hann is coordinating the acquisitions area and maintaining the database information used to produce the program, bid forms, and check-out process. These will be managed again this year by Steven Haber and Chuck Carr.

Ester Goldberg will be returning from California to serve as auctioneer for the live auction.

The full Chorus will perform a 30-minute program. We will be joined by DC Different Drummers Marching Band and Color Guard, the ROTC, and Potomac Fever. Music for after-dinner dancing will be provided by D.C. Swing.

Honoree Awards will be presented to three individuals/organizations. Reiffer proposed a methodology for selecting recipients in future years. The Board believed that the names need to be approved/ratified by the whole Board.

Motion: McGee moved that the Board support the concept of the awards program. Ohnmacht seconded. The motion carried unanimously.

### **Development Committee**

Covered under Executive Director's report.

### **Merchandising**

McGee reported that sales are going well. We sold quite a few David Friedman cd's, and were receiving \$5 for each one we sell. We need to determine whether we will acquire additional copies of *I Dream of a Time*. We are almost out. It was suggested to look at possible funding from the Richardson fund to replenish our stock.

### **Chairman's Report (Streit)**

Susan Crown has resigned from the Board.

Streit attended the service for Bill Carwithen, a great supporter and volunteer of the Chorus.

Streit wished to thank Hall for the Mimi's Benefit, and thanked all of the committee chairs for their hard work in getting us well on the way to having a greatly successful season.

Our focus now as a Board needs to be on the Spring Affair.

### **Adjournment**

The meeting was adjourned at 9:00 p.m on a motion by Ohnmacht, seconded by Brayton.

Respectfully Submitted,

Steven J. Herman, Secretary  
April 12, 2004